



Influence of Availability of Local Regional Food Preferences on Online Food Delivery Platform Choice and Consumer Loyalty

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ABSTRACT

Online food Delivery platforms reflect consumers choices and preferences. The availability of local regional food not only leads to better consumer satisfaction but also paves the way for more food ordering culture. This paper focuses on investigating the availability of local regional food options of online food delivery platforms as Perceived Regional cuisine Adequacy (PCRA). The study also penetrates how availability of local and authentic dishes on OFD's affect consumer 's choice for platform and loyalty. The angle of increased consumer satisfaction with increased availability of local cuisine food preferences was also tested. This strengthens the impact of PRCA on loyalty. Another important result is that a lack of regional cuisine options encourages multi-homing behaviour, where customers use multiple competing food delivery apps at the same time. The paper concludes that offering authentic regional cuisine is a valuable competitive strategy. Platforms that understand local food preferences can improve satisfaction, build loyalty, and reduce customer switching in a highly competitive market.

Keywords: Perceived Regional Cuisine Adequacy, Online Food Delivery's, Culinary Identity Strength

JEL Classifications: M31, Z1, L66

1. INTRODUCTION

Online food delivery platforms (OFD's) have taken world to a storm. Ordering food through online food delivery platforms is not a new phenomenon. Today consumer can choose food from various segments available on food delivery platforms. Consumer interest is growing in OFD's not for only need but also as a quick alternative to plan, order and take away food from an outlet of their own interest. Though much of literature on platform-based food consumption totally focuses on the global metrics like price. Ease of interface, delivery speed etc but role of regional cuisine in shaping platform dynamics is underexplored. Regional cuisine is not merely a simple collection of recipes, but they get defined by local taste, cooking technique, local ingredients and cultural identity. As OFD's diverse in various geographical regions and markets they encounter heterogeneous food cultures that directly influence the digital consumer behaviour very distinctly in

comparison to global trends. When a platform can satisfy local taste expectations chances of stronger consumer loyalty are more as consumers affiliate themselves to cultural identity also. This study proposes that regional cuisine act as a key differentiator that moderates the relationship of platform dimension and consumer loyalty. For example, a consumer in Varanasi will look for a platform that serves Litti Chokha as compared to those offering one size fit all menu offerings.

India is a country of diverse culinary landscapes with unique and distinct food identities namely Punjabi, Gujarati, Bengali, Awadhi and many more. Most academic frameworks in context to OFD's have studied only generic quality dimensions like delivery speed food quality etc. Cultural significance and affinity of community have not been given relevance in most modern studies. Current online food delivery platforms related research only explains consumer loyalty by means of e service quality, food quality, app

quality and satisfaction while work on local food emphasizes on authenticity, community attachment and purchase intention, what remains unexplored is how regional cuisine preferences shape platform choice in OFD's context (Choi et al., 2021). This paper proposes regional cuisine availability as an independent driver of platform choice and loyalty.

The research objectives of the study are:

- To examine the regional cuisine availability is a significant independent predictor of OFD's platform choice
- To investigate the role of perceived regional cuisine adequacy in mediating or moderating platform loyalty
- To assess the culinary identity strength moderates the relationship between PRCA and loyalty.

1.1. Research Question

- Does the perceived availability of regional cuisine on platform affects the platform choice
- Does PRCA predicts attitudinal or behavioural loyalty beyond other dimensions of service quality
- Does consumer strength of Culinary Identity moderate the relation ship between PRCA and loyalty.

This study contributes to existing literature through grounding a proposition of Perceived Regional Cuisine Adequacy as construct in operational OFD's research. This paper also extends loyalty framework with cultural and culinary identity dimension.

2. REVIEW OF LITERATURE

2.1. Consumer Choice Drivers

Many studies have pointed out that solo diners prioritize attributes like speed, accuracy while group diners emphasize on social and hedonic aspects of food delivery platforms (Cho et al., 2021). This suggest that choice determinants are not global in nature and vary from various consumption context. Studies focusing Indian markets have identified that app usability payment options and promotional offers significantly influence the platform selection. the study highlighted that trust in platform mediates the relationship (Kapoor and Vij, 2018). On the basis of Uses and Gratification Theory (UGT). Ray quoted that while using online food delivery app consumers use four types of gratification convenience, price saving, social interaction and enjoyment. The study did not include regional cuisine as a gratification representing an explicit gap (Ray et al., 2019).

2.2. Regional Food Preferences

Feldmann and Hamm investigated that local operates as a quality signal that reduces the perceived risk. They identified that perceived authenticity and support for local producers are strong predictors of local food preference as compared to price and availability (Feldmann and Hamm, 2015). Autio, Collins, Wahlen, and Anttila stated that people view food through a generational lens, older consumers associate traditional food with nostalgia and childhood memories while younger ones took it as a cultural heritage. (Autio et al., 2013) Bryła empirically noted that labelling "traditional recipe "significantly increased purchase likelihood among Polish consumers only when they were familiar with regional dishes unfamiliar traditional dishes do not favour this labelling (Bryła,

2015). Rousta and Jamshidi quoted that regional cuisine satisfaction drives behavioural loyalty in form of positive word of mouth intention and revisit intention among tourist. (Rousta and Jamshidi, 2020). More product choices help but benefit is modest therefore platforms must carefully balance variety with cognitive ease for consumers (Sethuraman et al., 2022).

2.3. Consumer Loyalty in Context to OFD's

Giao, Vuong, Huan, Tushar, and Quan found that customer satisfaction derived from food quality, delivery speed and customer support explained 58% variance in loyalty deducting that price and promotions have weaker effect on loyalty as compared to initial choice (Giao et al., 2020)

Alalwan quoted applied Expectation Confirmation Theory (ECT) to mobile food ordering apps. Results showed that perceived usefulness and ease of use positively influenced satisfaction that drives continued intention to reuse. The study lacks any food-specific treating food as a homogeneous product (Alalwan et al., 2019)

Consumer loyalty is one of the most studied constructs of marketing. The present paper oversees two forms of loyalty. Attitudinal Loyalty relates to consumers emotional preference and affective attachment and psychological commitment to a specific OFD platform (Zeithaml et al., 1996).

Behavioural loyalty comprises of various components namely continued use frequency, positive word of mouth, active resistance to switching behaviour (Chiu et al., 2012).

2.4. Multi-Homing and Platform Switching Behaviour

With increasing number of OFD platforms in a given marketplace multihoming is very common among consumers due to low membership fees and negligible presence of switching barriers. A consumer can be technically called a multi-homer if he/she uses more than one platform repeatedly and regularly (Guo et al., 2023). This process differs from sequential switching where consumer abandons one platform for other. Drivers of witching behaviour include Service quality, variety seeking tendency, sensitivity towards price, attractive promotional offers (Shankar et al., 2022). Notably cuisine specific inadequacy as absent as a driver of multihoming in this study. The current study proposes that perceived inadequacy of regional cuisine on a consumer's primary platform positively predicts multi-platform use behaviour.

2.5. Customer Satisfaction as a Mediator

In the OFD domain, satisfaction has been validated in various studies as a significant mediator between various platform attributes and loyalty outcomes. Anderson and Srinivasan established that e-satisfaction mediates the link between e-quality and e-loyalty in online commerce (Anderson and Srinivasan, 2003). Satisfaction with food quality on OFD's also mediates the relationship between perceived value and loyalty, indicating that positive experiences with product quality increases purchase behaviour (Ahn and Kwon, 2020). Despite this well-established mediating role, no study has tested whether satisfaction mediates the relationship between cuisine specific perceptions and loyalty. This omission

is theoretically significant because the PRCA → satisfaction → loyalty pathway implies a distinct mechanism, consumers who perceive adequate regional cuisine on a platform experience confirmation of their culturally specific expectations (per ECT), which generates satisfaction, which in turn fosters loyalty.

2.6. Food Culture, Regional Cuisine, and Culinary Identity

Bessière (1998) extended this insight to the regional level, demonstrating that local food heritage functions as a powerful marker of place-based identity, connecting communities to their historical, geographic, and cultural roots. Consuming local food is linked to perceptions of cultural and personal identity (Bessière, 1998). Social Identity theory formulated by Tajfel and Turner in 1979 states that individuals derive their self-concept from membership of social groups. When applied to food consumption context the SIT suggests that individual who strongly identify with their social groups will be encouraged to consume foods that symbolizes to their group and reinforce group belongingness. (Almli et al., 2011) SIT explores how individuals' self-concept and identity are shaped by their membership in social groups, and according to this theory, people categorize themselves into ingroups and outgroups, deriving a sense of self-esteem and identity from their group memberships, providing insights into how cultural affiliations (Lindsey, 2024).

2.7. Culinary Identity Strength (CIS)

Culinary Identity Strength (CIS), defined as the degree to which an individual's self-concept is tied to their regional food heritage the theoretical foundations of CIS draw from multiple complementary streams. Place Identity Theory, Proshansky, Fabian, and Kaminoff, posits that physical environments, including the foodways they produce, become incorporated into the self-structure, such that individuals develop a "place identity" that influences their cognitions, attitudes, and behaviours related to that environment. Regional cuisine is not just a preference it related to identity with place and interrelated to geography and culture one belongs (Peng et al., 2020).

Social Identity Theory (Tajfel et al., 2001) state that individuals with high culinary identity have more motivation to affirm with consumption choices that lead to group membership. People food

choices are not just personal taste they are simply shaped by social groups they belong to and how these groups influence one another. (Tajfel et al., 2001).

2.8. Perceived Regional Cuisine Adequacy (PRCA)

Perceived regional cuisine adequacy (PRCA) can be defined as in this study as the evaluative judgment of the level to which an OFD platform offers a sufficient, selection of their regional cuisine. PRCA is a subjective, construct that incorporates the consumer's evaluation of whether the platform's food offerings match with their culture specific culinary preferences. PRCA is technically different from the basic "variety" or "assortment" constructs that only include the retail and e-commerce literatures. Broniarczyk et al. (1998) foundational work on perceived assortment quoted that consumers' perceptions of variety are influenced by the availability of their preferred options, not merely by the total number of items. Kahn and Wansink showed that assortment structure how options are organized and differentiated shapes perceived variety independently of actual quantity. The actual variety of an assortment is not as important as the perceived variety of the assortment (Kahn et al., 2013).

While these effects have been established for generic assortment, PRCA applies this logic to a culturally specific dimension like the adequacy of regional cuisine options should enhance platform preference, satisfaction, and loyalty through the same basic mechanisms finding what one wants but with the added intensity that cultural identity invests in the consumption experience. Despite the theoretical plausibility of these connections and the existence of parallel dynamics in adjacent platform markets, no empirical study has directly investigated cuisine-specific adequacy on OFD platforms as a driver of consumer outcomes. Based on previous studies on local food preferences this study identified research gaps in context regional cuisine preferences (Table 1). This gap is the central justification for the present study's focus on PRCA as a novel predictor of platform choice (H_1), attitudinal loyalty (H_2), behavioural loyalty (H_3), and as an indirect predictor of loyalty through satisfaction (H_4).

2.9. Theoretical Framework and Hypothesis Development

The present study integrates six complementary theoretical lenses into a unified framework that explains how Perceived Regional

Table 1: Previous studies on local food preferences

Construct	Source	Definition	Scope	Cultural specificity	Distinction from PRCA
Perceived assortment variety	Broniarczyk et al. (1998)	Consumer perception of number and diversity of options	Generic retail	None	Captures quantity, not cultural fit
Assortment structure	Kahn and Wansink (2004)	Organization and arrangement effects on perceived variety	Generic product	None	Focus on display structure, not content relevance
E-service quality	Parasuraman et al. (2005)	Quality of electronic service delivery	Digital platform	None	Process quality, not content specificity
Food quality	Suhartanto et al. (2019)	Taste, freshness, presentation of delivered food	OFD	Limited	Quality of food received, not cuisine representation breadth
Restaurant variety	Cho et al. (2019)	Number and diversity of restaurant partners	OFD	None	Aggregate count, not cultural match
PRCA (this study)	Novel	Perceived adequacy of regional cuisine representation on platform	OFD	High — culturally specific	Captures cultural fit between platform offerings and consumer food identity

Source: Author work.

Cuisine Adequacy (PRCA) influences OFD platform choice and loyalty based on core mechanism as mentioned in Table 2:

2.9.1. Hypotheses

As per the conceptual model Figure 1 following hypotheses have been drawn for further testing based on theory. Table 3 states the theoretical background of each hypotheses framed along with supporting theory.

Table 2: Key theory and mechanism

Theory	Key citation	Core mechanism
Assortment theory	(Broniarczyk et al., 2010)	Perceived adequacy of a choice set determines preference, regardless of total volume.
Person-environment fit theory	(Edwards et al., n.d.)	Congruence between an individual's needs and environmental supplies leads to positive outcomes.
Expectation-confirmation theory	Bhattacharjee (2001)	Satisfaction is determined by the gap between prior expectations and perceived performance.
Oliver's loyalty framework	Oliver (1999)	Loyalty is a deeply held commitment to rebuy, progressing through cognitive and behavioral stages.
Social identity theory	(Tajfel et al., 2001.)	Individuals derive part of their self-concept from membership in social/cultural groups.
Multi-homing theory	(Rochet and Tirole, 2003)	Users adopt multiple platforms when a single platform fails to provide essential utility.

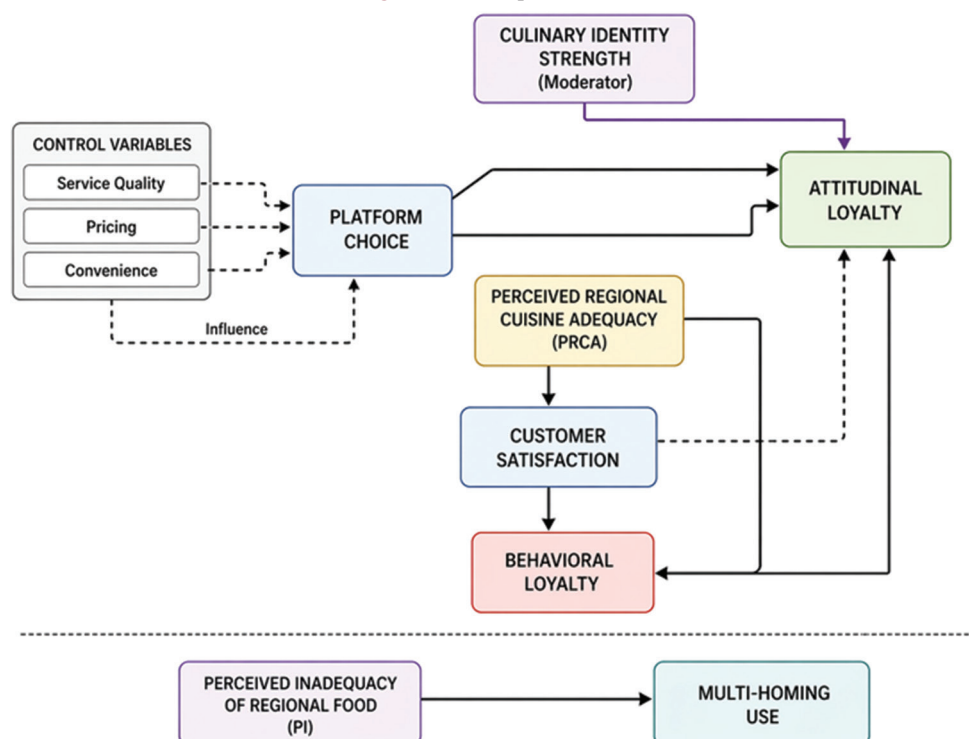
Source: Authors work

- H₁: Perceived regional cuisine adequacy (PRCA) is a significant positive predictor of platform choice, beyond service quality, pricing, and convenience.
- H₂: PRCA is positively associated with attitudinal loyalty toward an OFD platform.
- H₃: PRCA is positively associated with behavioural loyalty (continued use, recommendation, switching resistance).
- H₄: Customer satisfaction mediates the relationship between PRCA and attitudinal/behavioural loyalty.
- H₅: Culinary identity strength (CIS) moderates the relationship between PRCA and platform loyalty, such that the positive effect is stronger for consumers with higher CIS.
- H₆: Perceived inadequacy of regional cuisine on a primary platform positively predicts multi-platform use multi-homing behaviour.

3. DATA COLLECTION AND RESEARCH METHOD

This study adopts a quantitative, cross-sectional survey design using primary data. A partial least squares structural equation modelling (PLS-SEM) approach is employed, consistent with the dominant methodology in OFD loyalty research and appropriate for testing complex, multi-construct models with a new latent variable (PRCA). Therefore Pilot study was conducted to know the initial outcomes. After collection of 65 samples the questionnaire was also reviewed and finalised with minor corrections in (PRCA), satisfaction and attitudinal loyalty. Few items were also deleted to enhance the AVE of the construct. A structured questionnaire was used for conducting research

Figure 1: Conceptual model



Source: Author work

Table 3: Hypotheses and supporting theories

Hypothesis	Statement	Primary theory	Supporting theories	Gap addressed
H ₁	PRCA → Platform Choice (beyond controls)	Assortment Theory	Person-Environment Fit	No study isolates regional cuisine as platform choice predictor
H ₂	PRCA → Attitudinal Loyalty	Person-Environment Fit	Social Identity Theory	No cultural/identity-based loyalty antecedent in OFD
H ₃	PRCA → Behavioural Loyalty	Oliver's Loyalty Framework	Content Lock-in	Behavioural loyalty link to cultural food fit untested
H ₄	CSAT mediates PRCA → Loyalty	Expectation-Confirmation Theory	Oliver (1997) satisfaction chain	Mediation of cuisine-specific perceptions untested
H ₅	CIS moderates PRCA → Loyalty	Social Identity Theory	Place Identity Theory	CIS not operationalized or tested in OFD
H ₆	Perceived Inadequacy → multi-homing	Multi-Homing Theory	Variety-Seeking	Cuisine inadequacy as multi-homing driver not examined

Source: Authors work

Table 4: Construct and items

Construct	Code	Survey item	Source/adaptation basis
Perceived regional cuisine adequacy (PRCA)	PRCA1	This platform offers a sufficiently wide variety of dishes from my region's traditional cuisine.	Novel construct. Adapted from retail assortment adequacy (Broniarczyk et al., 1998) and cultural congruence (Cleveland and Laroche, 2007).
	PRCA2	I can easily find authentic local/regional specialties on this platform.	
	PRCA3	The regional food options accurately represent the authentic Flavors of my heritage.	
	PRCA4	I am satisfied with how well this platform covers the regional dishes important to me.	
Culinary identity strength (CIS)	CIS1	Eating my region's traditional cuisine is an important part of who I am.	Adapted from the Food Involvement Scale (Bell and Marshall, 2003) and Ethnic Identity Scale (Phinney, 1992).
	CIS2	I feel a strong emotional connection to the historical food of my region.	
	CIS3	My regional food heritage significantly influences my daily eating choices.	
Service quality (SQ) (control)	SQ1	This food delivery app is simple and easy to use.	Adapted from E-S-QUAL (Parasuraman et al., 2005) and Suhartanto et al. (2019).
	SQ2	The platform's delivery service is reliable and on-time.	
	SQ3	The platform quickly resolves any issues with my orders.	
Pricing (PRC) (control)	PRC1	The delivery fees charged by this platform are reasonable.	Adapted from Perceived Price Fairness (Xia et al., 2004), Ahn and Kwon (2020).
	PRC2	The platform offers good value for the money I spend.	
Convenience (CNV) (control)	CNV1	It is convenient to order food using this platform anywhere and anytime.	Adapted from Yeo et al. (2017) and Jiang et al. (2013).
	CNV2	The platform saves me time compared to traditional dining out.	
Customer satisfaction (CSAT)	CSAT1	Overall, I am satisfied with my experience using this platform.	Adapted from Expectation-Confirmation Theory (Bhattacharjee, 2001) and Oliver (1980).
	CSAT2	My experience with this platform has met my expectations.	
	CSAT3	I consider my decision to use this platform a wise one.	
Platform choice (PC)	PC1	The availability of my preferred cuisine was the primary reason I chose this platform.	Adapted from Ray et al. (2019) platform adoption factors.
	PC2	I selected this platform over competitors because of its specific restaurant assortment.	
Attitudinal loyalty (AL)	AL1	I feel a strong preference for this platform over other food delivery apps.	Adapted from Customer Loyalty Framework (Zeithaml et al., 1996; Dick and Basu, 1994).
	AL2	This platform is my absolute favourite for ordering food online.	
	AL3	I feel emotionally attached to the services provided by this platform.	
Behavioural loyalty (BL)	BL1	I intend to continue using this platform regularly in the future.	Adapted from Zeithaml et al. (1996) and Srinivasan et al. (2002).
	BL2	I will highly recommend this platform to my friends and family.	
	BL3	Even if a competing app offers a small discount, I will stick with this platform.	
Perceived inadequacy (PI)	PI1	I frequently cannot find the specific regional food I am craving on this platform.	Novel context. Reverse conceptualization of expectation-confirmation (Bhattacharjee, 2001).
	PI2	The selection of my region's cultural dishes on this app is highly disappointing.	
Multi-Homing (MH)	MH1	I regularly use multiple food delivery apps because no single one meets all my food needs.	Adapted from Platform Multi-homing Theory (Armstrong, 2006; Susarla et al., 2016).
	MH2	I frequently switch between apps to find the specific local dishes I want.	

Sources: Adapted from previous studies by authors

through google form link distributed via WhatsApp, Instagram, and emails. The young generation was targeted. As a result, total 537 responses were received (Table 4).

Table 5: Demographic analysis

Characteristic	Category	n	Percentage
Gender	Male	289	53.8
	Female	241	44.9
	Non-binary/prefer not to say	7	1.3
Age	18-24	118	22
	25-34	203	37.8
	35-44	127	23.6
	45-54	62	11.5
	55+	27	5
Education	High school or below	43	8
	Bachelor's degree	264	49.2
	Master's degree	187	34.8
	Doctoral/Professional	43	8
Monthly income (₹)	<25,000	89	16.6
	25,000-50,000	168	31.3
	50,001-75,000	142	26.4
	75,001-1,00,000	85	15.8
	>1,00,000	53	9.9
OFD frequency	Daily	47	8.8
	3-5 times/week	156	29.1
	1-2 times/week	218	40.6
	2-3 times/month	87	16.2
	Once a month or less	29	5.4
Primary platform	Swiggy	224	41.7
	Zomato	237	44.1
	Other (Uber Eats, etc.)	76	14.2
Number of platforms used	1 (Single-homing)	168	31.3
	2	246	45.8
	3+	123	22.9

Sources: Survey data

4. DATA ANALYSIS AND RESULTS

The following are the demographic details of respondents (Table 5). All results are presented in the following Tables 6-12. Perceived Regional Cuisine Adequacy (PRCA) is a major consumer engagement driver, which generates a major direct significant effect on Platform Choice and Behavioural Loyalty. This association is solidified through Customer Satisfaction (CSAT), which serves as a powerful mediator; of the indirect influences through CSAT on both Attitudinal Loyalty (0.149) and Behavioural Loyalty (0.140), satisfaction of regional culinary needs is required to build a happy and, finally, a loyal user base. The large explanatory value of the model indicated in the r square of Attitudinal Loyalty (56.4) and Behavioural Loyalty (52.1) indicates that regional food relevance is a major determinant of retention in platforms.

Moreover, the fact that Culinary Identity Strength (CIS) moderates the relationships to Attitudinal Loyalty to a considerable degree shows that users who identify more with their culinary roots are more concerned with the quality of the representation of their regional tastes on the platform. On the other hand, the model shows that there is a fatal threat to platforms: The most significant single relationship that is found is the connection between Perceived Inadequacy (PI) and Multi-Homing Use, meaning that when a platform does not offer enough regional diversity, the consumers do not just decrease their use, but actively diversify their service providers to fit their particular culinary demands.

The availability of regional cuisine affects the consumer choice and loyalty towards a platform. Even when other common factors,

Table 6: Measurement model: Convergent validity

Construct	Items	Loadings	Cronbach's α	Composite reliability (CR)	AVE
PRCA	PRCA1-PRCA4	0.724-0.881	0.875	0.914	0.727
CIS	CIS1-CIS3	0.821-0.892	0.842	0.905	0.76
SQ	SQ1-SQ3	0.812-0.855	0.811	0.888	0.726
PRC	PRC1-PRC2	0.846-0.894	0.793	0.875	0.778
CNV	CNV1-CNV2	0.791-0.883	0.825	0.869	0.769
CSAT	CSAT1-CSAT3	0.864-0.901	0.891	0.932	0.821
PC	PC1-PC2	0.855-0.891	0.834	0.865	0.763
AL	AL1-AL3	0.833-0.874	0.85	0.913	0.777
BL	BL1-BL3	0.801-0.865	0.844	0.906	0.763
PI	PI1-PI2	0.857-0.912	0.856	0.892	0.801
MH	MH1-MH2	0.864-0.896	0.836	0.887	0.792

Source: Smart-PLS output

Table 7: Fornell Larcker criterion

	PRCA	CIS	SQ	PRC	CNV	CSAT	PC	AL	BL	PI	MH
PRCA	0.836										
CIS	0.412	0.849									
SQ	0.387	0.198	0.847								
PRC	0.301	0.167	0.423	0.858							
CNV	0.356	0.189	0.467	0.398	0.866						
CSAT	0.521	0.312	0.487	0.412	0.456	0.872					
PC	0.478	0.289	0.412	0.378	0.423	0.498	0.869				
AL	0.534	0.378	0.398	0.345	0.367	0.567	0.489	0.864			
BL	0.498	0.356	0.412	0.367	0.389	0.534	0.467	0.623	0.849		
PI	-0.587	-0.198	-0.234	-0.178	-0.212	-0.345	-0.298	-0.367	-0.334	0.872	
MH	-0.312	0.087	-0.123	-0.089	-0.098	-0.234	-0.178	-0.267	-0.289	0.478	0.864

Source: Smart-PLS output

Table 8: Heterotrait-Monotrait ratio (HTMT)

	PRCA	CIS	SQ	PRC	CNV	CSAT	PC	AL	BL	PI	MH
PRCA	—										
CIS	0.453	—									
SQ	0.431	0.218	—								
PRC	0.342	0.192	0.487	—							
CNV	0.398	0.213	0.534	0.462	—						
CSAT	0.573	0.342	0.541	0.467	0.512	—					
PC	0.534	0.323	0.467	0.436	0.483	0.556	—				
AL	0.589	0.415	0.445	0.392	0.413	0.623	0.549	—			
BL	0.548	0.389	0.459	0.416	0.437	0.587	0.523	0.682	—		
PI	0.647	0.221	0.264	0.203	0.239	0.382	0.337	0.407	0.369	—	
MH	0.354	0.103	0.142	0.106	0.115	0.267	0.204	0.301	0.324	0.537	—

Source: SMART PLS output

Table 9: Direct effects- path coefficients

Path	Hypothesis	β	t-statistic	P-value	f ²	Decision
PRCA → PC	H ₁	0.287	6.106	<0.001	0.089	Supported
SQ → PC (control)	—	0.198	4.5	<0.001	0.042	Significant
PRC → PC (control)	—	0.156	3.628	<0.001	0.027	Significant
CNV → PC (control)	—	0.178	3.956	<0.001	0.033	Significant
PRCA → AL	H ₂	0.234	5.2	<0.001	0.063	Supported
PRCA → BL	H ₃	0.198	4.304	<0.001	0.043	Supported
PRCA → CSAT	(a-path)	0.312	7.256	<0.001	0.112	Significant
CSAT → AL	(b ₁ -path)	0.378	9	<0.001	0.167	Significant
CSAT → BL	(b ₂ -path)	0.342	7.773	<0.001	0.132	Significant
CIS → AL	(main)	0.134	3.268	0.001	0.022	Significant
CIS → BL	(main)	0.118	2.81	0.005	0.017	Significant
PRCA CIS → AL	H _{5a}	0.127	3.256	0.001	0.024	Supported
PRCA×CIS → BL	H _{5b}	0.109	2.659	0.008	0.017	Supported
PI → MH	H ₆	0.423	10.317	<0.001	0.218	Supported

Source: SMART PLS output

Table 10: Coefficient of determination (R²) and predictive relevance (Q²)

Endogenous construct	R ²	R ² adjusted	Interpretation	Q ²	Q ² interpretation
Platform choice (PC)	0.387	0.382	Moderate	0.278	Medium predictive relevance
Customer satisfaction (CSAT)	0.342	0.338	Moderate	0.249	Medium predictive relevance
Attitudinal loyalty (AL)	0.512	0.505	Moderate-Substantial	0.371	Medium-Large predictive relevance
Behavioural loyalty (BL)	0.467	0.459	Moderate	0.327	Medium predictive relevance
Multi-Homing behaviour (MH)	0.229	0.227	Weak-Moderate	0.164	Small-Medium predictive relevance

Source: SMART PLS output

Table 11: Mediation analysis

Mediation path	Indirect effect (a×b)	Boot SE	Boot t	P-value	Significant
H4a: PRCA→CSAT→AL	0.118	0.021	5.619	<0.001	Yes
H4b: PRCA→CSAT→BL	0.107	0.022	4.864	<0.001	Yes

Source: SMART PLS output

Table 12: Moderation analysis

DV	Predictor	β	SE	t	P	f ²	ΔR^2
AL	PRCA	0.234	0.045	5.2	<0.001	0.063	—
	CIS	0.134	0.041	3.268	0.001	0.022	—
	PRCA×CIS	0.127	0.039	3.256	0.001	0.024	0.019
BL	PRCA	0.198	0.046	4.304	<0.001	0.043	—
	CIS	0.118	0.042	2.81	0.005	0.017	—
	PRCA×CIS	0.109	0.041	2.659	0.008	0.017	0.014

Source: SMART PLS output

such as the quality of the services, prices, and convenience, are considered, Perceived Regional Cuisine Adequacy (PRCA) has a significant influence on Platform Choice (0.315). This implies that regional availability of food is an independent factor that can influence customer choice to a significant extent.

The findings also suggest that good regional cuisine provision has a direct positive influence on emotional attachment and repeat usage behaviour. PRCA has a positive influence on Attitudinal Loyalty (0.274) or users like the platform more, and on Behavioural Loyalty (0.245), or repeat purchase and continued use. Practically, customers would prefer and revisit sites that fulfil their local food demands.

This relationship is reinforced by the Customer Satisfaction as a deferent mediator. When the customer is satisfied as his or her regional food needs are satisfied, satisfaction is translated into high levels of loyalty. This implies that loyalty is not only established by the direct availability of the food, but by the positive experience that is created by surpassing customer expectations.

Moderating role of Culinary Identity Strength shows that the more users feel attached to their cultural or regional cuisine, the more they react in a positive way when served that cuisine. With this group of customers, the impact of PRCA on loyalty is significantly greater compared to users that have a weaker culinary identity association.

H₅ is supported. Culinary identity strength (CIS) significantly moderates the relationship between Perceived Regional Cuisine Adequacy (PRCA) and both attitudinal and behavioural loyalty.

CIS is an enhancing moderator. The PRCA-loyalty relationship is conditional; it is present and the stronger the culinary identity is, but it is absent when CIS is low. Thus, both attitudinal and behavioural aspects of H₅, that CIS will mediate the influence of PRCA on loyalty, are completely upheld.

4.1. Discriminant Validity -Fornell-Larcker Criterion

As shown in Table 7 all diagonal values representing square root of AVE exceeded their cross-diagonal correlations. The values ranged from 0.836 to 0.872. These results demonstrate that all constructs are empirically distinct establishing a firm measurement foundation for structural estimation.

4.2. Discriminant Validity -Heterotrait-Monotrait Ratio (HTMT)

The measured HTMT Values (Table 8) lie within threshold limit of 0.85 recommended by Hait et al. (2022) with highest recorded value being 0.682 between Attitudinal and Behavioural Loyalty. Hence the discriminant validity is established for the construct.

4.3. Direct Effects - Path Coefficients

All path coefficients were estimated using 5000 bootstrap samples mentioned in Table 9 and results were found consistent for proposed framework. PRCA emerged as a significant predictor even after accounting for contributions of service quality, pricing and convenience. PRCA demonstrated meaningful direct effect on both attitudinal loyalty (H2: $\beta=0.234$, $p<0.001$) and Behavioural Loyalty (H3: $\beta=0.198$, $p<0.001$) stating how well a platform serves regional culinary preferences shapes both users feeling and their actual behaviour towards platform. With medium effect size multi homing path was the strongest single relationship across the model suggesting when platforms fail to meet regional food expectations users are not only dissatisfied but also diversify to other platforms.

Predictive relevance was confirmed through Q² values for all endogenous constructs and PLS predict results showed the PLS model crossing linear regression benchmark across every indicator tested as shown in Table 10.

4.4. Mediation Analysis (H₄)

As per Table 11 the results supported both mediation analysis hypotheses. For the PRCA→CSAT→AL path the indirect effect (H4a) was 0.118 with 95% confidence interval with ($p<0.001$). The parallel path through (H4b) yielded a slightly lower but significant indirect effect of 0.107 at 95% CI and $p<0.001$. The dual pathway suggests that regional cuisine adequacy not only builds loyalty but also establishes an identity driven connection platform.

4.5. Moderation Analysis (H₅)

Culinary Identity Strength (CIS) was used as a moderator to examine the proposition that PRCA's relationship with loyalty would not operate uniformly across all users. The interaction results were statistically significant for both outcomes. This reveals that regional cuisine adequacy is not a universal loyalty driver its power is dependent on how deeply a user is rooted in regional food culture. For users with weak food identities PRCA simply does not account. Both H5a & H5b are supported as mentioned in Table 12.

5. CONCLUSION

The objectives of this study were to realize the interrelationships among perceived regional cuisine adequacy (PRCA), Platform Choice, Customer Satisfaction (CSAT), attitudinal and behavioural Loyalty, as well as the moderating role of Culinary Identity Strength (CIS) within online food delivery platform. The results show that PRCA is one of the main drivers of consumer engagement with a positive direct statistical effect on Platform Choice (0.315), Attitudinal Loyalty (0.274) and Behavioural Loyalty (0.245). CSAT is a very strongest mediator between that the relationship, and indirect effects through CSAT account for even greater variation in Attitudinal Loyalty (0.149) and Behavioural Loyalty (0.140). The good explanatory power of the model ($R^2 = 56.4\%$ for Attitudinal Loyalty, 52.1% for Behavioural Loyalty) especially highlights the importance of regional food relevance as a key factor driving user retention. Furthermore, Culinary Identity Strength positively moderates the effect of PRCA on loyalty such that users with stronger attachments to their ethnic cuisines responded more favourably when their regional preferences were properly represented. On the other hand, the highest negative correlation Perceived Inadequacy and Multi-Homing Use offers a dangerous threat: when there are insufficient platforms not only by design but also regionally, consumers will multi-home across providers to fulfil their food gustatory desires. Such results have obvious practical consequences: platforms that go for authentic and diverse regional cuisine will not only attract but also turn users into loyal and repeat customers. However, due to potential limitations, results should be interpreted with caution. The answer is, because while the chosen variables do have a theoretical basis, they may not explain all loyalty drivers (e.g., price sensitivity, provision of delivery logistics, etc.). In addition, pervasive reliance on nonofficial metrics (e.g., anecdotal evidence from customers on regional cuisines) and a lack of unobtrusive biometric measures might have introduced bias to our evaluations.

These findings could be confirmed and further expanded in future research by investigating longitudinal designs, crosscultural comparisons, and the actual data of orders. The interplay between regional cuisine adequacy, identity, and loyalty is not an academic exercise but comes with important strategic implications to balance (1) the authenticity of local cultures versus (2) platform scalability in food delivery business competition post global crisis like COVID-19.

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